(ii) Orientation training programmes for field functionaries of ICDS and health functionaries on IYCF guidelines.

(iii) Broadcast of audio spots on nutrition including nutrition for the infants and the young children under the programme "Poshan Aur Swasthay" through popular FM stations of All India Radio.

(iv) Celebration of World Breastfeeding Week in August and National Nutrition Week in September each year under which exhibitions on nutrition including infant and young child feeding guidelines is organized for the general public. This year two such exhibitions were organized at Bawana and Narala in Delhi.

(v) Video spots on infant and young child feeding and nutrition for the girl child starting with a message on breastfeeding are being telecast on Doordarshan and other popular TV channels.

(vi) Important messages on breastfeeding are given through press advertisement in leading newspaper all over the country in English, Hindi as well as in regional languages as also through multilingual posters and pamphlets etc.

(vii) Video spots on IYCF have been prepared for wider dissemination.

Permissible amount for Anganwadis in Urban areas

1210. SHRI P. RAJEEVE: Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

(a) the maximum permissible amount given as rent for Anganwadis located in urban areas under the ICDS;

(b) the year in which the rent rates were revised; and

(c) whether there is any proposal for increasing the rent rates taking into consideration the high rental rates in urban areas?

THE MINISTER OF STATE OF THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT (SHRIMATI KRISHNA TIRATH): (a) Under the ICDS Scheme, an amount of Rs. 750/- per Anganwadi Centre per month is prescribed for the rent of Anganwadi Centres located in urban areas.

(b) Rent rates for the Anganwadi Centres under the Scheme were revised in the year 2007 and are effective from 1.2.2007.

(c) Presently, no proposal for increasing the rent is under consideration.

Women trafficking

†1211. SHRI PRABHAT JHA: Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

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†Original notice of the question was received in Hindi.